IMAGINE the POSSIBILITIES

With the global leader in sampling and data services

Why you need to make your surveys mobile friendly NOW

Jackie Lorch, Vice President, Global Knowledge Management Group, SSI
Nicole Mitchell, Knowledge Specialist, SSI
Agenda

• Why the sense of urgency?
Agenda

• Why the sense of urgency?

• How are mobile respondents different?
Agenda

• Why the sense of urgency?

• How are mobile respondents different?

• What happens if you exclude mobile respondents from your data?
Agenda

• Why the sense of urgency?

• How are mobile respondents different?

• What happens if you exclude mobile respondents from your data?

• How can you make your surveys more mobile friendly?
So why the rush?

Mobile Traffic Over Time

Q1 2013 | Q2 2014
---|---
Mobile Phone | 5% | 11%
Tablet | 4% | 10%
Survey experience by device
Survey experience by device: The study

• SSI blended sample consisting of 5501 US respondents
  — 2197 Laptop/Desktop respondents
  — 1435 Tablet respondent
  — 1869 Mobile phone respondents

• Respondents were randomly assigned to one of the 3 survey designs:
  — Mobile Unfriendly
  — Mobile Friendly
  — Mobile Optimized
Survey experience by device: Mobile unfriendly

- The survey page is a smaller version of a traditional Laptop/Desktop webpage.
- The survey page is not responsive to different screen sizes and it needs zoom-in or horizontal scrolling (e.g. the screenshot only shows half the page on a mobile phone).
- The font size is small and survey elements are tiny and difficult to read and select.
Survey experience by device: Mobile friendly

• It is clear to read and easy to select.

• The traditional grid question is asked as multiple single punch questions across all devices.

• Horizontal scrolling is minimized.

• Tested on mobile devices to ensure everything displays properly on a mobile device.
Survey experience by device: Mobile optimized

- Designed specifically for a mobile device where the survey program recognizes the device and optimizes the survey for mobile respondents.

- The survey layout is optimized by removing unnecessary elements.

- There is no horizontal scrolling.

- The grid question was shown as multiple single punch questions on the mobile phone. However, on tablets, laptops and desktops the traditional grid format was shown.
Survey experience by device: Abandon rate

Abandon Rate by Device

- Mobile Unfriendly
  - Mobile Phone: 21%
  - Tablet: 9%
  - Laptop/Desktop: 4%
- Mobile Friendly
  - Mobile Phone: 11%
  - Tablet: 6%
  - Laptop/Desktop: 6%
- Mobile Optimized
  - Mobile Phone: 11%
  - Tablet: 7%
  - Laptop/Desktop: 4%
Survey experience by device: Length of interview

![Median LOI graph](image)

- **Mobile Unfriendly**
  - Mobile Phone: 13 minutes
  - Tablet: 10 minutes
  - Laptop/Desktop: 7 minutes

- **Mobile Friendly**
  - Mobile Phone: 12 minutes
  - Tablet: 10 minutes
  - Laptop/Desktop: 8 minutes

- **Mobile Optimized**
  - Mobile Phone: 11 minutes
  - Tablet: 10 minutes
  - Laptop/Desktop: 7 minutes
Survey experience by device: Satisfaction

Survey Experience: Mobile Phone

- Mobile - Mobile Unfriendly
- Mobile - Mobile Friendly
- Mobile - Mobile Optimized

Not Satisfied:
- Mobile Unfriendly: 4%
- Mobile Friendly: 4%
- Mobile Optimized: 1%

Somewhat satisfied:
- Mobile Unfriendly: 35%
- Mobile Friendly: 23%
- Mobile Optimized: 24%

Satisfied:
- Mobile Unfriendly: 61%
- Mobile Friendly: 74%
- Mobile Optimized: 74%

Mobile Unfriendly (n = 214)
Mobile Friendly (n= 247)
Mobile Optimized (n= 225)
How mobile respondents are different, and how they’re not

Demographics
Attitudes
Behaviors
Who are these respondents?

Age by Device*

*Based on system traffic
Who are these respondents?

Race/Ethnicity by Device*

*Based on system traffic
Who are these respondents?

Income by Device*

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Mobile Phone</th>
<th>Tablet</th>
<th>Desktop/Laptop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $29,999</td>
<td>44%</td>
<td>28%</td>
<td>22%</td>
</tr>
<tr>
<td>$30,000-$49,999</td>
<td>22%</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>16%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>$75,000-$99,999</td>
<td>8%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>$100,000+</td>
<td>9%</td>
<td>15%</td>
<td>20%</td>
</tr>
</tbody>
</table>

*Based on system traffic
Who are these respondents?

Tech Adoption by Device

- **Eager to try & First to have**
  - Mobile Phone: 7%
  - Tablet: 13%
  - Laptop/Desktop: 37%

- **Embrace before most other people**
  - Mobile Phone: 10%
  - Tablet: 19%
  - Laptop/Desktop: 14%

- **Not the first to adopt but faster than the average**
  - Mobile Phone: 35%
  - Tablet: 37%
  - Laptop/Desktop: 27%

- **Wait until tech matures a lot before adopting**
  - Mobile Phone: 26%
  - Tablet: 20%
  - Laptop/Desktop: 32%

- **Not into new things**
  - Mobile Phone: 13%
  - Tablet: 9%
  - Laptop/Desktop: 16%

Mobile (n = 1863)
Tablet (n = 1369)
Laptop/Desktop (n = 1919)
When I get a new electronic device, I usually need someone else to set it up or show me how to use it.

Mobile (n = 1863)
Tablet (n= 1369)
Laptop/Desktop (n = 1919)
Who are these respondents?

It is stressful to own and manage all of the different electronic devices I have.

- **Strongly/Somewhat Disagree**: 65% (Mobile), 62% (Tablet), 58% (Laptop/Desktop)
- **Neither agree nor disagree**: 21% (Mobile), 21% (Tablet), 23% (Laptop/Desktop)
- **Strongly/Somewhat Agree**: 14% (Mobile), 18% (Tablet), 18% (Laptop/Desktop)

Mobile (n = 1863)
Tablet (n= 1369)
Laptop/Desktop (n= 1919)
Who are these respondents?

Location by Device

- **At home**: 82% Mobile, 87% Tablet, 82% Laptop/Desktop
- **At work**: 6% Mobile, 5% Tablet, 12% Laptop/Desktop
- **At school**: 0% Mobile, 1% Tablet, 0% Laptop/Desktop
- **On the go**: 12% Mobile, 8% Tablet, 6% Laptop/Desktop

Mobile (n = 1863)
Tablet (n= 1369)
Laptop/Desktop (n= 1919)
Who are these respondents?

Multi-tasking by Device

- **Mobile**:
  - Just doing this survey: 74%
  - Doing other things at the same time: 26%

- **Tablet**:
  - Just doing this survey: 76%
  - Doing other things at the same time: 24%

- **Laptop/Desktop**:
  - Just doing this survey: 82%
  - Doing other things at the same time: 18%

Mobile (n = 1863)
Tablet (n= 1369)
Laptop/Desktop (n= 1919)
Who are these respondents?

Number of Additional Activities While Doing Survey

<table>
<thead>
<tr>
<th></th>
<th>Mobile</th>
<th>Tablet</th>
<th>Laptop/Desktop</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>56%</td>
<td>60%</td>
<td>59%</td>
</tr>
<tr>
<td>2</td>
<td>27%</td>
<td>24%</td>
<td>25%</td>
</tr>
<tr>
<td>3+</td>
<td>17%</td>
<td>16%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Mobile (n = 482)
Tablet (n= 334)
Laptop/Desktop (n= 341)
Who are these respondents?

Activities by Device

- Mobile Phone
- Tablet
- Laptop/Desktop

- **Watching a TV program (not including any broadcast movies)**
  - Mobile Phone: 56%
  - Tablet: 49%
  - Laptop/Desktop: 39%

- **Texting or Emailing**
  - Mobile Phone: 15%
  - Tablet: 17%
  - Laptop/Desktop: 19%

- **Taking care of children**
  - Mobile Phone: 13%
  - Tablet: 13%
  - Laptop/Desktop: 10%

- **Surfing the Internet**
  - Mobile Phone: 23%
  - Tablet: 23%
  - Laptop/Desktop: 23%

- **Chatting to family, friends or anyone else in person**
  - Mobile Phone: 18%
  - Tablet: 16%
  - Laptop/Desktop: 9%

- **Listening to music (not including Music on the Radio)**
  - Mobile Phone: 9%
  - Tablet: 9%
  - Laptop/Desktop: 10%

- **Watching a movie (Either broadcast, streamed or on DVD )**
  - Mobile Phone: 10%
  - Tablet: 11%
  - Laptop/Desktop: 7%

- **Cooking a meal**
  - Mobile Phone: 14%
  - Tablet: 7%
  - Laptop/Desktop: 4%

- **Listening to the Radio (including Music on the Radio)**
  - Mobile Phone: 8%
  - Tablet: 7%
  - Laptop/Desktop: 10%

- **Talking on the phone**
  - Mobile Phone: 5%
  - Tablet: 5%
  - Laptop/Desktop: 8%

- **Reading a book**
  - Mobile Phone: 2%
  - Tablet: 2%
  - Laptop/Desktop: 3%

- **Anything else (please specify)**
  - Mobile Phone: 13%
  - Tablet: 14%
  - Laptop/Desktop: 22%
The impact of excluding mobile respondents
Consequences of excluding mobile respondent

Feasibility

- Desktop
- Tablet
- Mobile Phone

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Desktop</th>
<th>Tablet</th>
<th>Mobile Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>75%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>25-34</td>
<td>79%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>African American</td>
<td>76%</td>
<td>16%</td>
<td>8%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>75%</td>
<td>14%</td>
<td>11%</td>
</tr>
</tbody>
</table>
Consequences of excluding mobile respondents

<table>
<thead>
<tr>
<th>Attitudes Towards Technology Adoption</th>
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<tbody>
<tr>
<td>Eager to try &amp; First to have</td>
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<tr>
<td>Wait until tech matures a lot before adopting</td>
</tr>
<tr>
<td>Not into new things</td>
</tr>
<tr>
<td>---------------------------------------</td>
</tr>
<tr>
<td>All Devices</td>
</tr>
<tr>
<td>9%</td>
</tr>
<tr>
<td>16%</td>
</tr>
<tr>
<td>34%</td>
</tr>
<tr>
<td>28%</td>
</tr>
<tr>
<td>14%</td>
</tr>
<tr>
<td>Excluding mobile devices</td>
</tr>
<tr>
<td>9%</td>
</tr>
<tr>
<td>15%</td>
</tr>
<tr>
<td>28%</td>
</tr>
<tr>
<td>33%</td>
</tr>
<tr>
<td>16%</td>
</tr>
</tbody>
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All devices (n = 5171)
Excluding mobile (n= 1919)
Consequences of excluding mobile respondents

I like that cell phones and other mobile devices allow me to be more available to others.

All devices (n = 5171)
Excluding mobile (n= 1919)
Consequences of excluding mobile respondents

When I get a new electronic device, I usually need someone else to set it up or show me how to use it.

All devices (n = 5171)
Excluding mobile (n = 1919)
Consequences of excluding mobile respondents

It is stressful to own and manage all of the different electronic devices I have.

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<td>62%</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td>58%</td>
<td>22%</td>
<td>17%</td>
</tr>
</tbody>
</table>

All devices (n = 5171)
Excluding mobile (n= 1919)
Consequences of excluding mobile respondents

- Purchased a new house in the past year
Consequences of excluding mobile respondents

• Purchased a new house in the past year
• Purchased a condo in the past year
Consequences of excluding mobile respondents

- Purchased a new house in the past year
- Purchased a condo in the past year
- Purchased a new automobile in the past month
Consequences of excluding mobile respondents

- Purchased a new house in the past year
- Purchased a condo in the past year
- Purchased a new automobile in the past month
- Purchased a used automobile in the past month
Consequences of excluding mobile respondents

- Purchased a new house in the past year
- Purchased a condo in the past year
- Purchased a new automobile in the past month
- Purchased a used automobile in the past month
- Got married in the past 6 months
Consequences of excluding mobile respondents

- Purchased a new house in the past year
- Purchased a condo in the past year
- Purchased a new automobile in the past month
- Purchased a used automobile in the past month
- Got married in the past 6 months
- Visited a museum in the past year
Consequences of excluding mobile respondents

- Purchased a new house in the past year
- Purchased a condo in the past year
- Purchased a new automobile in the past month
- Purchased a used automobile in the past month
- Got married in the past 6 months
- Visited a museum in the past year
- Purchased pet insurance in the past 6 months
Consequences of excluding mobile respondents

- Purchased a new house in the past year
- Purchased a condo in the past year
- Purchased a new automobile in the past month
- Purchased a used automobile in the past month
- Got married in the past 6 months
- Visited a museum in the past year
- Purchased pet insurance in the past 6 months
- Flown in a helicopter in the past 6 months
Consequences of excluding mobile respondents

- Purchased a new house in the past year
- Purchased a condo in the past year
- Purchased a new automobile in the past month
- Purchased a used automobile in the past month
- **Purchased a new smartphone in the past 6 months** (e.g. Blackberry, Android, iPhone, HTC, etc)
- Got married in the past 6 months
- Visited a museum in the past year
- Purchased pet insurance in the past 6 months
- Flown in a helicopter in the past 6 months
Consequences of excluding mobile respondents

- Purchased a new house in the past year
- Purchased a condo in the past year
- Purchased a new automobile in the past month
- Purchased a used automobile in the past month
- **Purchased a new smartphone in the past 6 months (e.g. Blackberry, Android, iPhone, HTC, etc)**
- Got married in the past 6 months
- Visited a museum in the past year
- Purchased pet insurance in the past 6 months
- Flown in a helicopter in the past 6 months
- Researched a product or service online in the past month
Consequences of excluding mobile respondents

Life Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>All Devices</th>
<th>Excluding Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchased a new smartphone in the past 6 months</td>
<td>35%</td>
<td>27%</td>
</tr>
<tr>
<td>(e.g. Blackberry, Android, iPhone, HTC, etc)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Researched a product or service online in the past month</td>
<td>52%</td>
<td>55%</td>
</tr>
</tbody>
</table>

All devices (n = 5171)
Excluding mobile (n = 1919)
Why should you include mobile respondents?

- Increases feasibility
Why should you include mobile respondents?

- Increases feasibility
- More diverse sample
Why should you include mobile respondents?

- Increases feasibility
- More diverse sample
- Avoid potential consequences with future data
How to make your surveys mobile friendly
Designing mobile friendly surveys

Remember the reality of the real estate.

- 1296 cm² (100%)
- 651 cm² (50%)
- 66 cm² (5%)
Start with the mobile design and size up.
Designing mobile friendly surveys

The product is appealing
Designing mobile friendly surveys

Redesign Flash elements.
Designing mobile friendly surveys

Design the functional elements first.
Designing mobile friendly surveys

Make text boxes as large as you can
Designing mobile friendly surveys

Minimize scrolling and pinching

Scales longer than 11 points should be redesigned with broader ranges to reduce the number of points.
For more information

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• **10 tips** for mobile
• How to make your questionnaire mobile-friendly **article**

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